Approved for Release: 2025/07/08 C05465359

(b)(3)

Luis ECHEVERRIA Alvarez
(Phonetic: ehchevehREEah)

MEXICO

President of Mexico

Addressed as:
Mr. President

Luis Echeverría, 52, began his 6-year term as President of Mexico on 1 December 1970. A career government employee who had not previously held elective office, he had served as Under Secretary of Government during 1958-64 and as Secretary during 1964-69.

A strong nationalist, Echeverría is friendly toward the United States (b)(1) Since taking office, he (b)(3) has sought a leadership position for himself and his country among the Third World nations and has pursued an activist foreign policy, traveling widely on state visits and to international meetings.

On his world travels, Echeverría has campaigned hard for the adoption by the United Nations of his proposed Charter of Economic Rights and Duties. He believes that the proposed charter will reorder the economic relationships between states and will be as important to the world as the UN Universal Declaration of the Rights of Man. If the charter is adopted, Echeverría hopes to receive the Nobel Peace Prize for his efforts on its behalf.

A powerfully built man of seemingly limitless energy, Echeverría relaxes by playing the guitar, golfing, swimming and riding horseback. He is a sincere, self-disciplined man with a well-developed sense of humor. He neither drinks nor smokes. He speaks little English but can follow a conversation in that language. Married to the former María Esther Zuno, he has eight children and three grandchildren.

28 August 1974

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Classified by
Exempt from general declassification schedule of E. O. 11652, exemption category: 5B(1),(2),(3)
Automatically declassified on Date Impossible to Determine

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